

# MAVICA® ACCESSORIES

PLUS GREAT NEW WAYS TO HAVE FUN WITH YOUR IMAGES

SONY

MAKE YOUR MAVICA CAMERA FIT EVERY PART OF YOUR LIFE.

Register online

Register your Mavica at  
[www.sony.com](http://www.sony.com) product registration  
within 30 days of purchase, and  
qualify for an offer valued at \$20.  
See web site for details.\*

**\$20**  
offer





Don't miss this  
special **\$20** offer.

Register your new  
Mavica® camera  
online today.

Registration has its benefits! Just go to  
[www.sony.com/productregistration](http://www.sony.com/productregistration) within  
30 days of purchase and register your new  
Mavica camera. You'll qualify for a special  
offer valued at \$20.00. Visit the web site for  
additional details!

[www.sony.com/productregistration](http://www.sony.com/productregistration)



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Make the most of your  
new purchase with  
Sony Mavica  
camera accessories.

Thank you for choosing a Sony Mavica® camera. Now we'd like to help you get the absolute most out of it. These pages are filled with genuine Sony accessories that will help you take better digital photos at work or at play.

See something you like? Just call 1.888.870.SONY or visit us online at [www.sony.com/di](http://www.sony.com/di). You can place your order quickly and easily and then have it delivered right to your door.







# Hard-working Sony Mavica<sup>®</sup> ~~accessories~~ make it easy to take great digital photos.


Right out of the box, your Sony Mavica camera makes it easy to shoot great-looking digital photos and then quickly transfer these images to just about any computer. But your new camera can do even more when you equip it with genuine Sony accessories. Choose from a wide selection of add-on equipment that lets you shoot, store, save, transfer, edit and share your pictures with greater power and precision.

Gain a new perspective on digital photography with your choice of Mavica camera lenses and filters. With high-quality Mavica camera accessories from Sony, nothing will stand in the way of your creativity.

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# Demanding work?

# Demand the

# best lens.

Make sure your Mavica® camera is ready to work (and play) as hard as you do by taking along a quality Sony lens. Capture panoramic vistas or big family gatherings with just one shot. Or zoom in tight to focus with pinpoint accuracy on the star of your scene. With Sony wide-angle and telephoto camera lenses in your bag, you'll be ready for anything.



## High Grade Wide Angle Lens VCL-HG0737X \$190

Broaden your field of view with this high grade lens. It offers unmatched ease of use, making it the accessory of choice for reducing distortion and boosting image detail in a wide angle format.

- 0.7X wide-angle converter for Sony 37 mm diameter lenses
- Lens Design, 3 groups, 4 lenses
- High grade lens in aluminum housing for superb durability
- High grade lens offers twice the detail at the edge of an image
- Edge Distortion minimized



## High Grade Telephoto Lens VCL-HG2037X \$190

Get astounding detail in a telephoto view. This high grade lens delivers twice the edge detail thereby insuring optimum image quality.

- 2.0X telephoto converter for Sony 37 mm diameter lenses
- Helps make distant subjects appear closer
- Lens Design, 3 groups, 4 lenses
- High grade lens in aluminum housing for superb durability
- High grade lens offers twice the detail at the edge of an image
- Edge Distortion minimized



**High Grade Wide Angle Lens  
VCL-MHG07A \$145**

When your shot demands a wide angle format without sacrificing a single detail, this is the choice for you. Impressive quality at an affordable price.

- 0.7X wide-angle converter for Sony 52 mm diameter lenses, supplied converter for 37 mm and 58 mm lenses
- Lens Design, 2 groups, 2 lenses
- High-grade lens in aluminum housing for superb durability
- High-grade lens offers twice the detail at the edge of an image
- Edge Distortion minimized

For use only in wide angle setting.



**Wide Angle Lens  
VCL-ES06A \$60**

When you need to capture the big picture, reach for this affordable wide angle lens. It clips on fast, making it quick and easy to get a wide angle view.

- 0.6X wide-angle converter for both 37 mm and 52 mm diameter lenses
- Lens Design, 1 group, 1 lens

For use only in wide angle setting.



**Wide Angle Lens  
VCL-0637H \$50**

An economical choice that provides a crisp, wide angle view.

- 0.6X wide-angle converter for Sony 37 mm diameter lenses
- Lens Design, 3 groups, 3 lenses



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# Attention to detail.

Direct, harsh light from the sun can wash out the detail and contrast from your photos. And bright reflections from glass or water can make it nearly impossible to get the shot you want. Sony filters help eliminate unwanted sunlight and glare so you can concentrate on capturing the perfect image.

## Polarizing Filter Kit VF-37CPK \$70

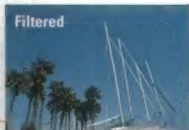
- Circular polarizing filter suppresses unwanted reflections off glass and water
- Multicoat Filter protects lens from dust and scratches
- Fits Sony 37 mm diameter lenses



Unfiltered



Filtered



Unfiltered



Filtered



## Neutral Density Filter Kit VF-R37K \$30

- Neutral Density Filter improves contrast and detail in super-bright sunlight (such as at the beach)
- Multicoat Filter protects lens from dust and streaks
- Hard carrying case for protection
- Fits Sony 37 mm diameter lenses





# See eye to eye.

What you see is truly what you get with the Sony Eye-Level View Finder. This handy attachment helps you better compose your shots by showing you exactly what's within your Mavica® camera's vision. Just think, you'll never cut off someone's head in a picture again!



## Eye Level View Finder DSAC-MVC \$79.95

- Attaches to the LCD screen
- Provides eye level composition, for easy shooting
- Eye piece diopter adjustment
- Compatible with MVC-FD100 and MVC-FD200

SHOOT ■ FILTERS/FINDER

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# Added protection, just in case.

Protect your Sony Mavica® camera from some of life's harder knocks with a top-quality carrying case. Offering great value, these rugged cases shield your equipment from bumps, jolts, inclement weather and more. Plus they have plenty of extra space so you can take along all of your Mavica accessories. Or get everything you need to start snapping superb digital photos with our handy, all-in-one Mavica camera kit.

## **Deluxe Soft Carrying Case LCS-VA3 \$35**

- Compact, easy-to-carry shoulder bag
- Attractive black simulated leather and extra padding protect your camera
- Front, side, and upper mesh pockets give plenty of room for your Mavica, spare battery packs, chargers, cables, and other small accessories
- ID card holder, operating manual holder
- False bottom for extra protection, extra storage





**Digital Mavica Starter Kit**  
**ACC-MVC2 \$79.95**

- All the accessories you'll need to get started
- Soft carrying case with handy shoulder strap
- High capacity InfoLithium® rechargeable battery (NP-F550) provides up to 2.5 hours and up to 1,600 shots without flash
- Three Sony floppy disks store up to 40 pictures each (VGA size)
- Cleaning cloth for LCD panel and lenses



**Digital Mavica Soft Carrying Case**  
**LCS-MVC4 \$19.95**

- Designed for carrying on supplied shoulder strap or belt
- Extra padding helps protect your camera
- Separate compartment for spare floppy disks and battery



AccuPower™ battery meter displays in the viewfinder, or on the LCD monitor, remaining battery time in minutes



Stamina® Power Management reduces power consumption to extend battery life

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**Pocket Tripod  
VCT-TK1 \$20**

- Ideal for mounting on a table or desk
- Uses standard screw mount
- Works with digital still cameras and camcorders



Steady  
as you go.

Imagine the creative pictures you'll take with a Sony tripod at your side. Simply mount your Mavica® camera on one of these tripods and soon you'll be snapping rock-steady timed exposures or detailed close-ups with ease. It's the smart way to shoot as steady as the pros.



**Lightweight Tripod  
VCT-R610 \$50**

- Expands from 21" to 61.5" in height

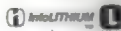
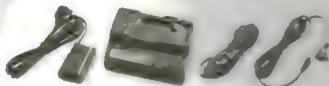


# Ready...Set...Charged!

Why let a low battery get you down? Small, lightweight and portable Sony battery chargers make it easy to put the juice back into your Mavica® camera. There's even a handy Sony adaptor that lets you tap into your car's battery for re-charging. So you'll be ready to capture those scenic shots on your next long road trip.

## AC Adaptor/Charger AC-V700A \$150

- For Sony InfoLithium L Series batteries (NP-F330, F550, F750, F960)
- Informative LCD panel shows time left to full charge
- Buzzer notifies when charging is complete



## Car Battery Adaptor Cable DCC-L50 \$70

- Powers your Mavica camera directly from a car's cigarette lighter socket
- Compatible with MVC-FD100 and MVC-FD200



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# Bring new energy to your shots.

Don't risk missing those once-in-a-lifetime pictures. Make sure you're ready to capture every important moment with a Sony InfoLithium® Battery. Thanks to your Mavica's AccuPower™ display, you always know how many minutes of battery life you have left. Plus because they resist "memory effect," these genuine Sony camera batteries will not prematurely run low on power. Which means you're always ready to shoot your next masterpiece.

## InfoLithium L Series Batteries NP-F550 \$60

- High capacity InfoLithium rechargeable battery provides up to 2.5 hours and up to 1,600 shots without flash
- 7.2V, 10.8 Wh (1500 mAh)



## Compact Dual AC Travel Charger BC-V500 \$160

- For Sony NP-F330, F550, F750, and F960 InfoLithium batteries
- Convenient two battery charging
- AC plug retracts for compact portability

*Battery sold separately*



## Portable AC Charger BC-V615 \$60

- For Sony NP-F330, F550, F750, and F960 InfoLithium batteries





# Memory Stick<sup>®</sup> media allows you to **Connect** and **Create**.



SHARE

BATTERY/CHARGERS/SHOOT  
MEMORY STICK MEDIA

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# There's a new kind of mouse in the house.



Memory Stick® Digital Media makes it convenient to transfer your Mavica photos to a PC for editing, storage, emailing and more. And now, it just got even easier with the revolutionary new Sony Optical Mouse. Featuring its own Memory Stick media slot, this versatile mouse plugs into any available USB port on your computer. Or choose a Memory Stick media adapter that plugs right into your computer's floppy disk drive, PC card slot, or USB port.

Memory Stick® Media and Memory Stick accessories are compatible with MVC-FD100 & MVC-FD200 models only.



## Memory Stick Media

- Ultra-versatile digital media

128 MB

**MSA-128A \$149.95**

64 MB

**MSA-64A \$79.95**

32 MB

**MSA-32A \$49.95**

16 MB

**MSA-16A \$34.95**

8 MB

**MSA-8A \$24.95**

- Compatible with MVC-FD100 and MVC-FD200

## Memory Stick® Case

**MSAC-HGAB \$19.95**

- New aluminum case, beautiful, high tech and durable
- Organizes up to eight Memory Stick® digital media
- Replaceable lining will hold four Memory Stick media and the MSAC-PC2 PC card adaptor
- Rugged shell assures protection of your media and accessories
- Small and compact design for easy portability

(Memory Stick Media sold separately.)



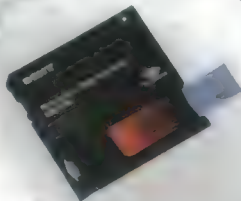


**Memory Stick PC Card Adaptor  
MSAC-PC2 \$69.95**

- Reads and writes Memory Stick media in a standard PC card slot
- Data transfer between Memory Stick portables and laptops
- Compatible with Microsoft® Windows® XP Professional, Windows® XP Home Edition, Windows® 95, 98, 98SE, 2000 Professional, Windows Me™, CE 1.0, 2.0 and Mac® OS 8.5, 8.5.1, 8.6 and 9.0 laptop computers
- 6.4 megabit/sec max transfer rate

**Memory Stick Floppy Disk Adaptor  
MSAC-FD2MA \$79.95**

- Reads and writes Memory Stick media in a standard PC 3.5" floppy disk drive
- Data transfer between Memory Stick media and PCs
- Compatible with Microsoft® Windows® XP® Professional, Windows® XP® Home Edition, Windows 95, 98, 98SE, Windows NT® 4.0, 2000 Professional, Windows Me™, and Mac OS 7.6.1, 8.0, 8.1, 8.5, 8.5.1 and 8.6
- 240 kilobit/sec max transfer rate
- Compatible with computers with a floppy drive only



\*Driver must be downloaded to be used with Windows XP. For drivers go to [www.sony.com/service](http://www.sony.com/service)

**Memory Stick Reader/Writer Optical Mouse  
MSAC-US5 \$89.95**

- Reads and writes Memory Stick media to a USB port with Optical Mouse functionality
- Data transfer between Memory Stick media and USB-equipped desktop or laptop PCs
- Compatible with Microsoft® Windows® XP Professional, Windows® XP Home Edition, Windows 98, 98SE, 2000 Professional, Windows Me, and Mac OS 8.5.1, 8.6, 9.0, 9.1 and Mac OS X
- 12 megabit/sec max transfer rate
- Compatible with computers with USB ports



**Memory Stick Reader/Writer for USB  
MSAC-US1A \$69.95**

- Reads and writes Memory Stick media to a USB port
- Data transfer between Memory Stick media and USB-equipped desktop or laptop PCs
- Compatible with Microsoft® Windows® XP Professional, Windows® XP Home Edition, Windows 98, 98SE, 2000 Professional, Windows Me, and Mac OS 8.5.1, 8.6, 9.0, 9.1 and Mac OS X
- 12 megabit/sec max transfer rate
- Compatible with computers with USB ports



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SHARE

MEMORY STICK MEDIA  
ACCESSORIES



# Get photo-lab quality prints... without a photo lab!

With a Sony digital photo printer, you can output top-quality, photo-lab caliber prints on the spot—without waiting for photo processing or connecting to your PC. In fact, you can even view photos on your television!

## Digital Photo Printer with LCD DPP-SV77 \$499.95

- 3.2" color LCD w/touch panel functionality and stylus
- On screen free-hand draw, text editor and graphic stamp functions
- Borderless 4" x 6" or economical 3.5" x 4" print sizes
- PC-free direct printing from Memory Stick® or other flash media using industry standard PCMCIA adaptors
- High resolution continuous tone printing with 16.7 million colors
- High speed printing—approximately 90 seconds for 4" x 6" print
- Super Coat 2 lamination resists color shift and fading
- Auto fine print function optimizes brightness and contrast
- Photo editing allows creative control of zoom/trim, brightness, color depth, tint and sharpness
- Creative print function for cards, calendars and other print creativity
- USB port for operation with Windows and Mac PCs
- Compatible with MVC-FD100 and MVC-FD200 via Memory Stick® Media. MVC-FD75 via USB and PC



**Print Pack****SVM-25LS \$19.95****(goes with DPP-SV77 printer)**

- 4" x 6" print paper with snap-off edges for bordered or borderless prints
- Super Coat 2 protective lamination
- 25 sheets of paper and print ribbon

**Sticker Print Pack****SVM-25LW \$24.95****(goes with DPP-SV77 printer)**

- 4" x 6" print paper with adhesive backing
- Super Coat 2 protective lamination
- 25 sheets of paper and print ribbon

**9-Print Sticker Print Pack****SVM-30SW09 \$21.95****(goes with DPP-SV77 printer)**

- 3.5" x 4" compact print paper with adhesive backing
- 9 sticker die-cut for 9 print per sheet mini-prints
- Super Coat 2 protective lamination
- 30 sheets of paper and print ribbon

**Compact Sticker Print Pack****SVM-30SW \$19.95****(goes with DPP-SV77 printer)**

- 3.5" x 4" compact print paper with adhesive backing
- Super Coat 2 protective lamination
- 30 sheets of paper and print ribbon

**Compact Print Pack****SVM-30SS \$14.95****(goes with DPP-SV77 printer)**

- 3.5" x 4" compact print paper for bordered prints
- Super Coat 2 protective lamination
- 30 sheets of paper and print ribbon

**Mobile Digital Photo Printer****DPP-MP1 \$279.95**

- Mobile, portable printer for photo quality prints any time, anywhere
- PC-free direct printing from Memory Stick® media
- Borderless 2" x 3.25" card size prints in just 90 seconds
- USB port for operation with Windows and Mac PCs
- Compatible with MVC-FD100 and MVC-FD200 via Memory Stick® Media. MVC-FD75 via USB and PC

**Print Pack****SVM-24CS \$19.95****(goes with DPP-MP1 printer)**

- 2" x 3.25" print paper with snap-off edges
- 24 sheets of paper and print ribbon

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# ImageStation<sup>SM</sup> Online Service

ImageStation.com, Sony's free online picture and video service, offers everything you need to explore creative new ways to get the most from your new Mavica<sup>®</sup> camera.

**Go to [www.imagestation.com](http://www.imagestation.com) and sign up for a FREE ImageStation membership today.**





# ImageStation.com<sup>SM</sup>



## STORE

*Upload images directly from your Mavica camera to the web using ImageStation's easy upload tools. You can store an unlimited number of digital pictures and up to 15 minutes of video clips at no charge (check web site for supported formats and latest offers).*

## SHARE

*Create video and picture albums to share with friends and family. Send free eCard online greetings featuring your pictures and video clips.*

## CREATE

*Preserve your home videos on DVD with our exclusive a2DVD™ video transfer service. Order high-quality photo prints in a variety of sizes. Create unique, personalized gift items with your pictures.*

## LEARN

*Learn how to create visual masterpieces at Sony. ImageStation supplies you with tips and tricks so you'll get the most out of your new Sony Mavica camera.*



Send **FREE** personalized eCards with pictures and video clips.



Preserve your home videos on DVD with our exclusive a2DVD video transfer service.

## JOIN NOW

Go to [www.imagestation.com](http://www.imagestation.com) and get 15 high-quality photo prints from your digital images for **FREE**.\*

\*Limited time offer, subject to supplier availability. Check web site for details.

[www.imagestation.com](http://www.imagestation.com) ■

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SHARE

IMAGESTATION  
ONLINE SERVICE



# Welcome to Sony Style<sup>SM</sup> Shop. Connect. Play.

Exciting products and plenty of convenience awaits you at [www.sony.com/di](http://www.sony.com/di). You'll find everything you need to take your new Mavica camera to the next level. Loaded with fun, creative, and cool accessories, it's the place that makes it easy to find just what you want.



#### THE RIGHT STUFF

Don't waste time searching through stores that may not even have what you're looking for. Don't waste money on generic accessories that aren't optimized for your Sony Mavica camera. Go directly to the ultimate source for your Sony product: [www.sony.com/di](http://www.sony.com/di).

#### READY WHEN YOU ARE

Going overseas this week? Getting married on Saturday? Don't despair. When you need accessories in a hurry, the Sony Style website shines. We're open 24 hours a day, 7 days a week. So you can place your order whenever the fancy strikes.

#### DEALS AND MORE

Our easy-to-navigate site features special deals on Sony products, unusual gift ideas and special promotions, exclusively for Sony online customers. So keep visiting [www.sonymystyle.com](http://www.sonymystyle.com) to make sure you don't miss a thing. **SHIPPING WITHIN 24 HOURS OF YOUR ORDER GUARANTEED.<sup>2</sup>**

#### DELIVERY OPTIONS

Options include overnight, two-day or ground service!



## HOW TO ORDER

Choose the Sony Mavica camera accessories you need, then call 1-888-870-SONY or visit our website at [www.sony.com/di](http://www.sony.com/di) for information. Our sales representatives are available:  
8 am - 11 pm CT (Monday - Friday)  
8 am - 7 pm CT (Saturday and Sunday)

## PAYMENT OPTIONS

Sony accepts all major credit cards, including VISA, MasterCard, Discover/Novus, American Express and the Sony Citibank Platinum Select Card. Sorry, no COD orders or purchase orders.



**SONY CITIBANK PLATINUM SELECT® CARD**  
Buy it with the Sony Card<sup>SM</sup> and you can earn points towards movies, music, electronics, games and more. All purchases earn you three (3) Sony Points for every dollar you spend on any Sony product including those purchased through Sony Style. To start you will receive 1,000 Sony Points—enough for two free movie tickets or even a VHS movie. Call 1-800-284-3113 or visit [www.sony.com/sonycard](http://www.sony.com/sonycard) to apply now.

## SHIPPING AND HANDLING CHARGES

Delivery charges vary according to the weight of your order. For details and costs of handling and delivery charges, contact your Sony representative.



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